

Business Plan Proposal for Fitness Muscle Hub (Ezfit Fitness Muscle Hub, Valenzuela City, Philippines)

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1. Introduction

In the world today that the epidemic has made Filipinos more concerned about their health over the past couple of years, fitness facilities are one of the Philippines' most successful enterprises. According to data from the *World Health Organization (n.d.)* from the previous year, adults and children should be as active as possible in situations like these or during the pandemic. The goal of the WHO move campaign is to help you do that while also making it enjoyable. The World Health Organization added that even a brief break from sitting for three to four minutes during the daytime can help you relax your muscles, boost circulation and muscle function, and in some circumstances, even strengthen your system. Daily exercise is beneficial to both the mind and body. It can aid with weight management and lower the risk of high blood pressure, heart disease, stroke, type 2 diabetes, and several malignancies, all of which may make a person more vulnerable to COVID-19. In addition to being a place where people may go out, according to *Dave (2019)* a fitness center serves as the core of the neighborhood fitness scene. When customers and staff support one another in achieving their fitness and health goals, your fitness center makes money. It's far too simple to work out hard and then consume a huge, fatty burger to replenish calories. Regulars and newbies alike will be persuaded to eat at your fitness center by offering simple sandwiches with lots of protein and smoothie bars.

From Entrepreneurship and Innovation 1 (Sarapuddin, 2022), This business proposal is all about giving a more convenient way for people who go to our fitness gym who wants to follow a strict diet without getting deprived of the food they want, this snack bar creates meals which focus on macronutrients, it contains healthy, high protein ingredients which you can choose from our food offered prepared meal/food that you desire which suits your calorie needs. Selling enticing ways to hydrate and reenergize can help snack bars at fitness centers generate a sizable increase in revenue. This business is a fitness gym with a snack bar that offers fitness personal training classes, free weight equipment and sectorized equipment, and gym fees that make and create meal plans for gym-goers and athletes. This will help them to make a balanced and healthy diet and for all lazy people to prepare meals, which tend to serve much more good portions than the way they want. It was a good way to save time in preparing their food. It also contains healthy ingredients to reach every customer dependent on their body's nutrient requirements.

From Entrepreneurship and Innovation 1 (Muros, 2022). It was the first unique snack restaurant where our products and foods are essential for gym-goers, athletes, and other customers who want to live a healthy lifestyle. From this state, the proponents would like to know.

1. What are your proponents for gaining the trust of customers?
2. Can you describe some of the problems that the business may encounter?

In correspondence, we promise that our services for customers will have a good relationship with the staff and with the food. That staff may require a health graduate's degree. We concentrate on a more convenient method for gym-goers or people on a diet. We can prepare meals for them based on their calorie intake. They can also request food from our menu which suits their calorie count. We focus on the quality of our product, we focus on convenience for customers who don't have time to prepare meals, customers who don't know how to count calories but still want to be on point with their diet without getting deprived of the food they like or what food they crave for because we serve a lot of varieties that has calculated macronutrients.

2. Research Method

This business plan study will adopt the case study approach using a single case holistically. According to Elizabeth DePoy Ph.D. (2016), case studies can be treated as holistic or embedded. Holistic studies are those that investigate a unit as a single global phenomenon, whereas embedded approaches treat a single unit as a sum of its parts. The holistic single-case study is conducted only once in one case. The case study method enables thorough, in-depth examinations of complicated topics in the context of real-world situations. In the domains of business, law, and policy, the importance of the case study technique is well acknowledged; nevertheless, healthcare research has a considerably lower level of acceptance. We discuss the various case study design types, the particular research questions this approach can help answer, the data sources that are frequently used, and the specific benefits and drawbacks of using this methodological approach in light of our experiences conducting several health-related case studies. In addition to a checklist to assist readers in evaluating the caliber of case study reports, the article finishes with critical recommendations for individuals creating and evaluating proposals for conducting case study research. (Crowe, 2011).

This business plan proposal will also follow the template material as provided in the course syllabus. The template consists of the following items below with pertinent conceptual discussion.

2.1 Business Concept

In a study conducted by Indeed Editorial Team (2021), A business concept is a fresh idea for a business endeavor, such as starting a new firm or developing a new product for the consumer market, which is described and explicitly defined by a business concept.

3	INDEXED AT:      
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2.2 Marketing Plan

In this paper, a marketing plan is about an organization's advertising strategy for generating leads and reaching its target market is outlined in a marketing plan, which is a practical document. A marketing strategy outlines the outreach and PR activities that will be implemented over time, along with how the business will evaluate its success. (Chen, 2022)

Organizational Structure & Plan

According to Amisano (2017), Looking at an organization's current situation, its desired future state, and figuring out how to get there is the process of organizational development and planning. The organization's culture must be carefully examined during this process, and there is always the chance of significant change. Goals, organizational structure, training, the creation of a leadership pipeline, and performance evaluation are examples of organizational planning and development components.

Location Plan

A location plan is a supporting document that may be requested by a planning authority as part of a planning application, according to designingbuildings.co.uk (2020). In addition to a site plan and/or a block plan, this is possible.

Financial Plan

A financial plan is a written statement of a person's current financial situation, long-term financial goals, and plans for reaching those goals, according to the Investopedia team (2021). Beginning with a thorough analysis of the person's current financial condition and future goals, a financial plan may be created either on one's own or with the help of a professional financial planner.

A. Business Concept

I. Our Idea

We come up with different ideas from our entrepreneurship innovation 1 by Sarappudin, Muros, and Retutar then with that we merge them as one. Ezfit came up with the idea of putting up a fitness center that has a snack bar, it is to help fitness goers to have a more convenient way to reach their prescribed macronutrients with the snacks our snack bar offers, this also helps them in enjoying their meals without having to experience the strictness of dieting. With the use of research, only a few fitness centers have snack bars, which food play a huge role in achieving a healthy diet and being fit.

II. Proposed Vision and Mission

Mission

To provide our customers who engage more in body fitness with meals complete with macronutrients. We place high importance on customers' convenience in delivering our products and services to them.

Vision

Ezfit will pursue a place as one of the best fitness centers in the Philippines.

III. Business Name/Logo/Trademark

Our logo is color black because any race can be a member of our fitness center, it also showcases its muscles because it means that you can be a better version of yourself with our facilities, it has a chef's hat because it also shows that our fitness center offers snacks which can help you with your diet and cravings.



4. Marketing plan

5	INDEXED AT:      
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4.1 Market Overview

The company's main priority is to provide high-end fitness services while at the same time providing healthy snacks to the residents of Barangay Bignay, Valenzuela City, and the surrounding community to establish a successful business plan. The main objective of the company is to increase sales and expand its market in five years.

4.2 Product / Services

The company has come up with the idea of bringing snacks to the gym and these products provide nutritious burgers and shakes to the gym goer and regular customers. Burger choices are beef and Chicken while the shakes are made of protein shake with flavors of chocolate and vanilla. Buns in burgers are made to be keto-friendly with malunggay.

4.3 Unique Selling Proposition

EzFit, Inc. is the first unique fitness gym that offers snacks to gym-goers, athletes, and other customers in a healthy way.

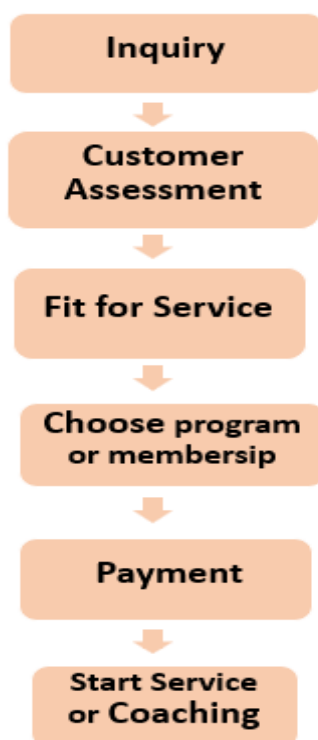
The company believes in the tagline “ Eat well, feel well at EzFit ”

4.4 Target Market

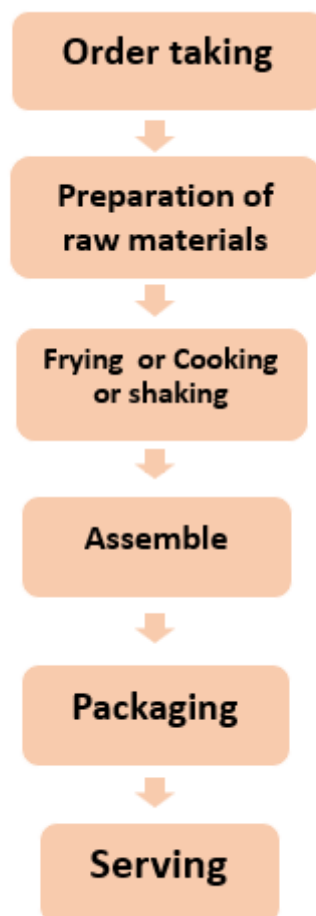
The target market of EzFit, Inc. is those gym-goers under ages 20- 40 years old and residing near Northville 1A, Bignay Valenzuela City. Furthermore, our company will be located within a community that engages more in body fitness, near school universities, and other commercial establishments. Our business believes that the goodness of our service will be disseminated by family, friends, and celebrities, by their beliefs, motivation, attitude, or maybe their background and interests.

4.5 Distribution Channel/flow chart

For Gym



For Food



VI. SWOT Analysis

Strengths:

1. Offer a reasonable membership fee
2. Unique business set up - One of the gym industries that offers food to the gym goes and client
3. Good Marketing strategy – EzFit, Inc. can take advantage of promoting gym fitness through social media/networks like Facebook, Instagram, Twitter, and Pinterest. Social networks cost less while having the largest audience population.
4. Accessible fitness gym location

Weakness:

1. Seasonality of business
2. Capital intensive

Opportunities:

1. Rising health consciousness
2. Branch Expansion - to expand the market and take advantage of the internet that covers most of the Millennials, Generation X-Y, and Baby Boomers.

Threats:

1. Stiff Competition - stable brand and well-known fitness gyms like Gold's Gym, Slimmers World, and other well-known fitness industries in the Philippines.

C. Organizational Structure & Plan

Organizational structure

Provides a hierarchy for properly designating personnel and organizing the company. EzFit, Inc. has three co-founders who worked together within their functions such as President, HR, and Finance Manager, and Sales and Operations Manager. The company used a functional structure where the personnel was grouped according to their specialization.

I. Key Operations

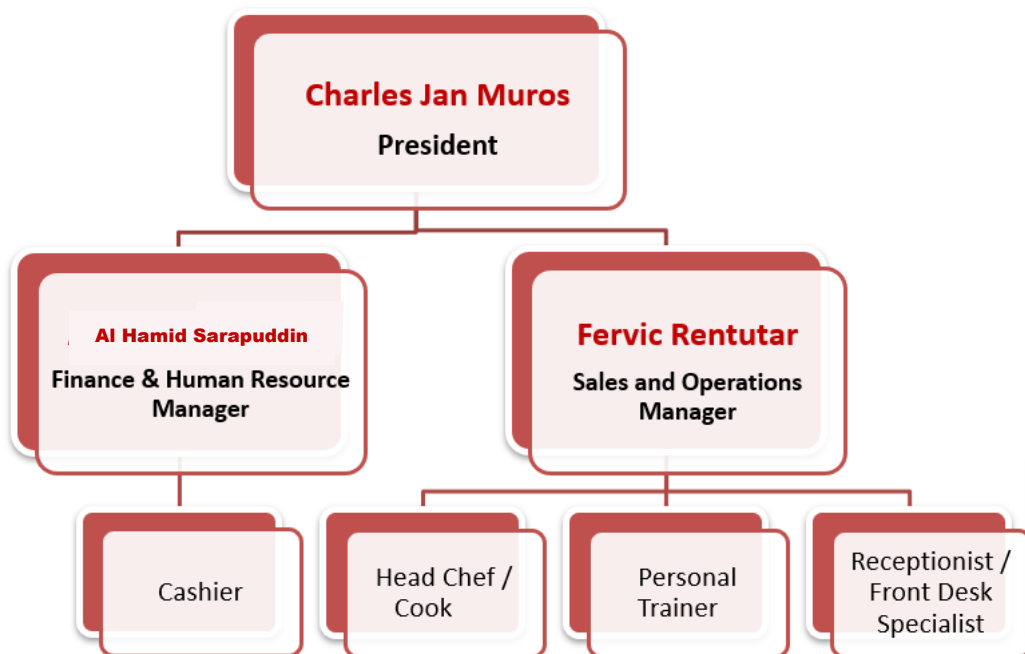
Initially, EzFit, Inc. is a small company with a management team depending on the founders with little backup. The team depends on the five (3) co-founders who will be the first Board of Directors of the company. The current plan is to have the president (Charles Jan Muros) who will be considered the highest and in charge of decision-making. Finance and Human Resource functions are to be done by Al Hamid Sarapuddin and Sales and Operational functions are headed by Fervic Rentutar.

These incorporators will be monitoring the business activities and some will specify a particular area. In rank-and-file categories, including personal trainer and receptionist shall be in charge of accepting, scheduling appointments, and providing customer service to the members and gym goers. While the cashier and head cook will perform various duties such as handling orders, food preparation, and serving burgers and juice orders.

II. Organizational Structure

Board of Directors





III. Job Description

A. President - act as the top executive personnel responsible for business strategic planning and company vision.

Qualifications:

- Completion of Master's Degree in Business Administration or the Owner of the company;
- Have 5 years of work experience in a related field;
- Have excellent customer relations;
- Have the technical skill and conceptual skills;
- Have a positive attitude & cultural affinity;
- Knows the priority; warmth and competence;

- Empathy and knowing his/her accountability;
- Honest and trustworthy
- Flexible and effective in decision making

B. Finance & Human Resource Manager -Organize and further develop the financial processes, manage the finance team, and provide coaching and training as required.

Qualifications:

- 4-year College Graduate with a Bachelor of Science in Accountancy
- Must be a CPA or MBA
- Have work 5 years of experience in a related field;
- Ability to handle transactions in financial and accounting accurately;
- Responsible; trustworthy and honest;
- High level of energy with strong analytical skills;

C. Sales and Operations Manager - Responsible for managing sales data, creating sales reports, setting goals, and managing operations and productions.

Qualifications:

- 4-year College Graduate of any related course;
- Have 5 years experience in related field;
- Responsible for handling Sales and Operations accurately;
- Responsible; Trustworthy and Honest;
- Responsible for implementing the promotion and sales campaigns towards the clients and suppliers;
- High level of energy with strong communication skills;
- Responsible for handling Operations within the company concerned accurately and effectively;
- Organized and Aggressive;

D. Cashier/Store Personnel - Responsible for receiving payment by cash, check, credit cards, vouchers, or automatic debits. They also count money in cash drawers at the beginning and end of their shifts to ensure that amounts are correct and that there is adequate change.

Qualifications:

- At least a high school graduate
- Have a work experience in a related field of at least 6 months;
- Ability to handle transactions accurately & responsibly;
- Honest and trustworthy

E. The Head Chef / Cook - Responsible for ensuring that the standard and quality of the food production and the hygiene within the department are maintained at the highest level at all times.

Qualifications :

- Control and direct the food preparation process and any other relative activities
- Construct menus with new or existing culinary creations ensuring the variety and quality of the servings
- Approve and “polish” dishes before they reach the customer
- Plan orders of equipment or ingredients according to identified shortages
- Arrange for repairs when necessary
- Remedy any problems or defects
- Oversee the work of subordinates
- Comply with nutrition and sanitation regulations and safety standards
- Foster a climate of cooperation and respect between co-workers

F. Personal Trainer - Responsible for educating clients and enforcing policies regarding the safe and proper use of equipment.

Qualifications

- At least Highschool graduate with experience as a personal trainer
- Must have customer service skills
- Must have the ability to teach people how to do something.
- Must have the ability to work on your own.
- Must have physical skills like movement, coordination, dexterity, and grace.
- Knowledgeable in teaching the use of gym equipment and the ability to design fitness programs.

G. Receptionist – This includes greeting visitors, helping them navigate through an office, and supplying them with refreshments as they wait. In addition, they maintain calendars for appointments, sort mail, make copies, and plan travel arrangements.

Qualifications

- High school degree; additional certification in Office Management is a plus
- Proven work experience as a Receptionist, Front Office Representative, or similar role
- Proficiency in Microsoft Office Suite
- Hands-on experience with office equipment (e.g. fax machines and printers)
- Professional attitude and appearance
- Solid written and verbal communication skills
- Ability to be resourceful and proactive when issues arise

- Excellent organizational skills
- Multitasking and time-management skills, with the ability to prioritize tasks
- Customer service attitude

IV. Salaries/Wages/Benefits

For the initial year of business, it was agreed that the key positions shall be reserved and occupied by the three (3) incorporators who will be appointed as the first Board of Directors of the company. The President shall be elected as the majority of the Board of Directors while Finance and Human Resource Manager and Sales and Operations Manager shall be appointed by the elected President. The said officers shall receive a monthly salary which shall be adjusted in the future and may be determined by the Board of Directors. Hereunder is the summary of salaries and wages :

Employee - Executive Level	Basic mOnthly Pay	SSS	Phil Health	Pag Ibig	Total Per month
President	32,000.00	1,125.00	400.00	200.00	33,725.00
Finance & Human Resource Manager	28,000.00	1,125.00	400.00	200.00	29,725.00
Sales and Operations Manager	28,000.00	1,125.00	400.00	200.00	29,725.00
Sub Total					93,175.00

Employee - Rank and File Level	Basic mOnthly Pay	SSS	Phil Health	Pag Ibig	Total Per month
Cashier	14,820.00	675.00	400.00	200.00	16,095.00
Personal Trainer	14,820.00	675.00	400.00	200.00	16,095.00
Head Chef or Cook	14,820.00	675.00	400.00	200.00	16,095.00
Receptionist	14,820.00	675.00	400.00	200.00	16,095.00
Sub Total					64,380.00
Total Salaries and Wages					157,555.00

The company will hire personnel to help with the day-to-day operations of the company. This personnel shall be paid based on NCR minimum wage compensation of P 570.00 as mandated by the latest wage order for the year 2022. Each person will work for twenty-five days per month and the

company shall pay its share for SSS, Philhealth, and Pag ibig premiums as mandated by existing laws in the Philippines.

In Addition, all board of directors and staff are entitled to use the gym facility and equipment as one of their benefits

V. Quality and Safety Measures

For Gym

1. Gym equipment and facilities must be sanitized before use
2. Gym must provide hand sanitizers and cleaning wipes for guest
3. Personal Trainers must assure that gym guests and regular clients must pass on the fitness and health check qualification before availing of services.
4. Personnel must ensure that gym equipment and machines are well-functioned and checked before use.
5. Must maintain a limited number of guests due to health protocol

For Food

1. Make sure that vegetables are fresh and that other ingredients such as patties and buns are not expired.
2. Make sure that buns and patties have the same size and shape when cut.
3. Cut off parts of the skin that are dark or bruised for vegetables.
5. Wash all utensils before using them to avoid food contamination.
6. Make sure that hands are washed off and clean before and after serving the food

VI. Plant/Properties and Equipment

ITEM NAME	UNIT OF MEASUREMENT	QUANTITY	PRICE	Total
Treadmills	Piece	2.00	12,000.00	24,000.00
Dumbbells set	Set	1.00	10,000.00	10,000.00
Kettlebell sets	Set	1.00	5,000.00	5,000.00
Metal Plates set	Set	1.00	10,000.00	10,000.00
Stationary Bike	Piece	2.00	5,000.00	10,000.00
Chest Press Machin	Piece	2.00	7,500.00	15,000.00
Chest Fly Machine	Piece	2.00	7,500.00	15,000.00
Shoulder Press Machine	Piece	2.00	7,500.00	15,000.00
lat Pulldown Machine	Piece	1.00	8,000.00	8,000.00
Cable Row Machine	Piece	1.00	5,000.00	5,000.00
Biceps Curl Bench	Piece	2.00	3,000.00	6,000.00
Leg Press Machine	Piece	1.00	10,000.00	10,000.00
Leg Extension Machine	Piece	1.00	10,000.00	10,000.00
Metal Locker - 50 door	Set	1.00	10,500.00	10,500.00
Abdominal Crunch Machine	Piece	1.00	2,000.00	2,000.00
Bluetooth speakers	Piece	4.00	3,500.00	14,000.00
Table	Piece	4.00	12,000.00	48,000.00
Two Door Refrigerator	Piece	1.00	15,000.00	15,000.00
Chest Type Freezer	Piece	1.00	10,000.00	10,000.00
Kitchen Prep Table	Piece	2.00	4,130.00	8,260.00
Sofa	PC	1.00	7,000.00	7,000.00
Burger Driller -15x 24	Piece	1.00	2,110.00	2,110.00
Cashbox machine	PC	1.00	3,000.00	3,000.00
Computer	Set	1.00	10,000.00	10,000.00
Total			179,740.00	272,870.00

VII. Government Regulatory Permits/Licenses

Secure a Business License

The Business Permit and Licensing Office (BPLO) issues permits and licenses before establishments can lawfully conduct business in Valenzuela City.

The issuance of permits and licenses is necessary to ensure that all business activities and transactions are legitimate to provide the registered establishments the recognition, regulation, and support from the city.

COURSE FINAL OUTPUT - BUSPLAN 2
PREPRINT
OPEN ACCESS
AUGUST – DECEMBER 2022

21

INDEXED AT:



B. A. TAMARAW

ASK FOR RECEIPT

This will ensure that the taxes on your purchases will be remitted to the government. It will be used for the development of the Philippines.

BIR

2 to 4 YEARS IMPRISONMENT FOR NON-ISSUANCE OF RECEIPT

REPORT VIOLATORS TO ANY OF THE FOLLOWING:

- BIR CONTACT CENTER ☎️ (02)981-8888
- commissioner@bir.gov.ph
- ANY BIR OFFICE

(Name of Business Establishment)

(TIN)

This NOTICE must be posted within this establishment in an area conspicuous to the public view (RR 7-2005/4-11-05).



Republic of the Philippines
City of Valenzuela

Permit No.: **5116**

OFFICE OF THE MAYOR
PERMITS AND LICENSE DIVISION

MAYOR'S PERMIT

Pursuant to the provision of Revenue Code of the City of Imus, PERMIT is hereby granted to

EzFit. Inc.

Northville 1A, Bignay Valenzuela City

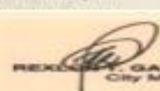
Charles Jan Muros
Name of Tax Payer

CONTRACTOR
Line of Business

This permit is, however, subject to the provision of laws, ordinances, rules and regulations pertinent to the same and may be revoked at anytime during the calendar year.

O.R. No.: _____
Date: **October 09, 2022**

(Note: This permit must be displayed in a conspicuous place within the establishment and must likewise be renewed after every end of the quarter/semester/year.
This permit is not valid if Official Receipt number is not indicated hereon.)


REXFORD GATCHALIAN
City Mayor



This certifies that

EzFit, Inc.

is a business name registered in this office pursuant to the provisions of Act 3883, as amended by Act 4147 and Republic Act No. 863, and in compliance with the applicable rules and regulations prescribed by the Department of Trade and Industry.
This certificate issued to

is valid from 09. October 2022 to 09. October 2023 to continuing
compliance with the above-mentioned laws and all applicable laws of the Philippines,
unless voluntarily cancelled.

In testimony whereof, I hereby sign this

Certificate of Business Name Registration

and issue the same on this 9th day of 10 October 2022 Philippines.


GREGORY L. DOMINGO
Secretary

Certificate No.

This certificate is not a license to engage in any kind of business and valid only
at the scope indicated herein.

Documentary Stamp Tax Paid PhP 15.00

TRN 6557675



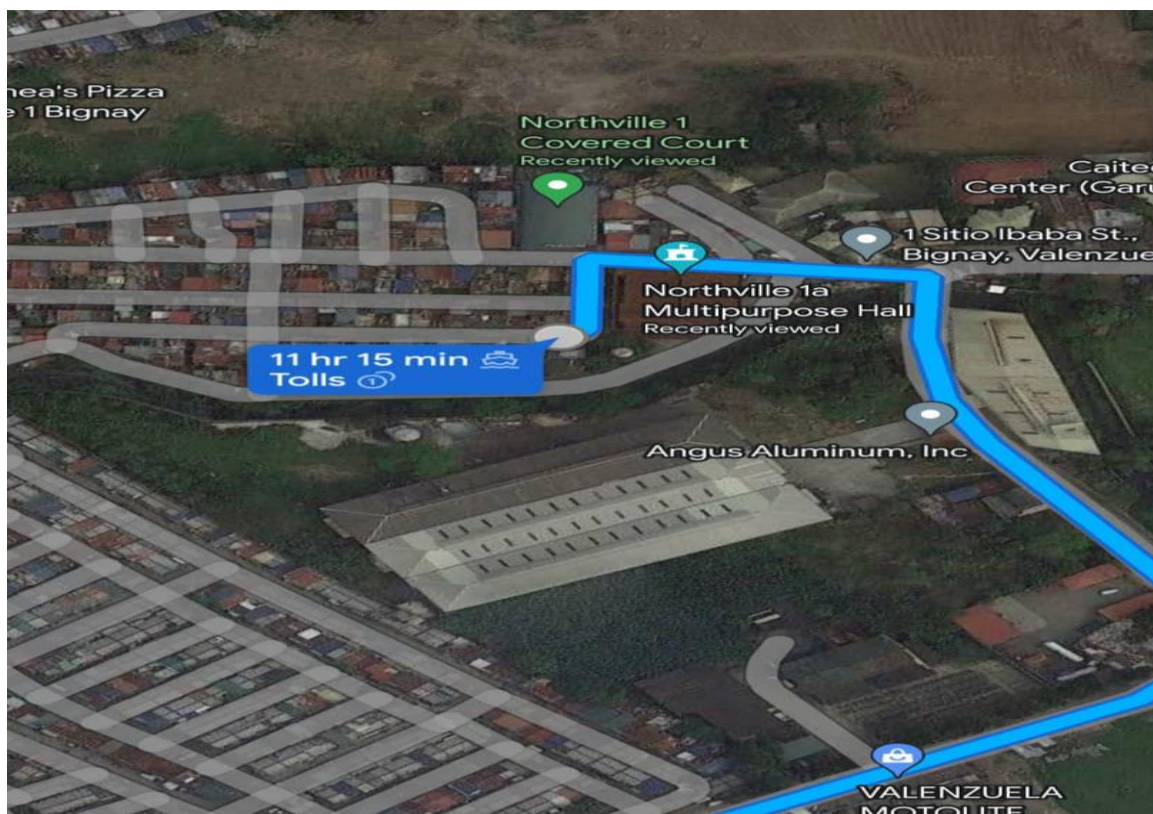
VIII. Gantt Chart

Activity	June 2022	July 2022	Aug 2022	Sept. 2022	Oct. 2022	Nov. 2022
Time allocated for site selection						
Time allocation for preparation of business plan						
Time allocated for sourcing of capital						
Time allocated for securing licenses						
location						
equipment and machinery						
Time allocated for hiring personnel						
Start of normal operation						

D. Location Plan

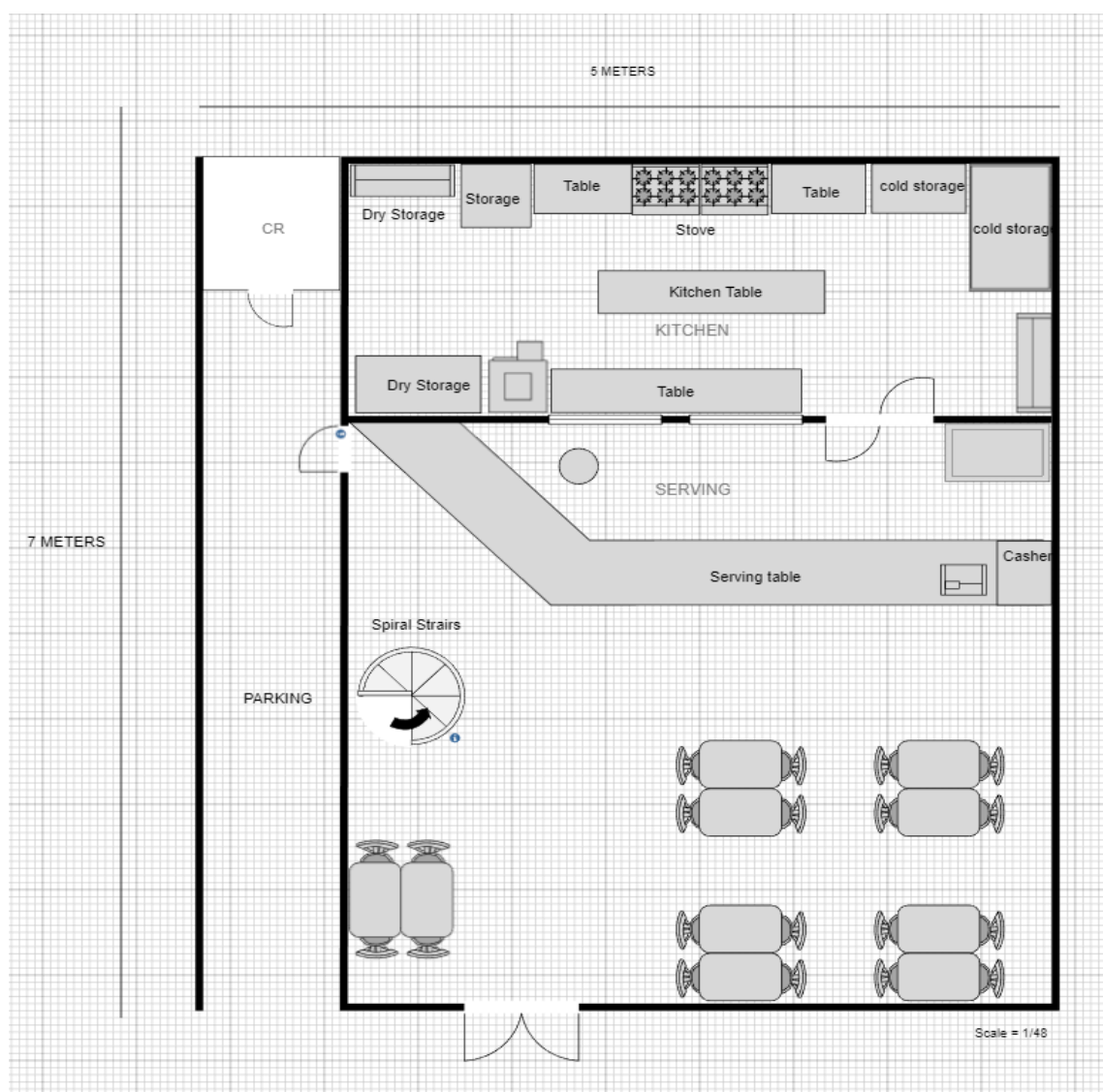
I. Vicinity/Location Map

The location chosen for this project is located at Blk. 10 Lot 30 Phase 1 Northville 1, Bignay, Valenzuela City.

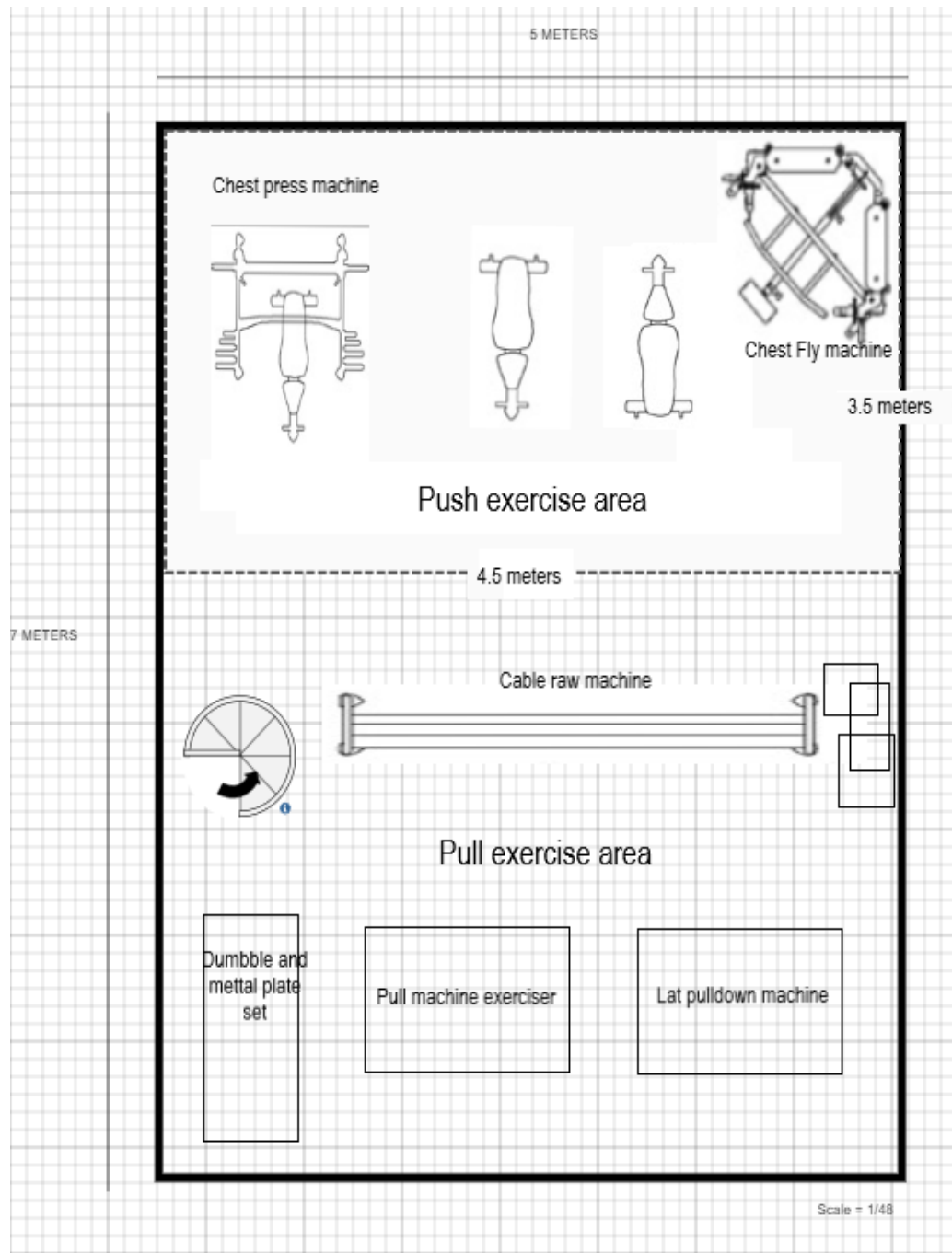


II. Floor Plan

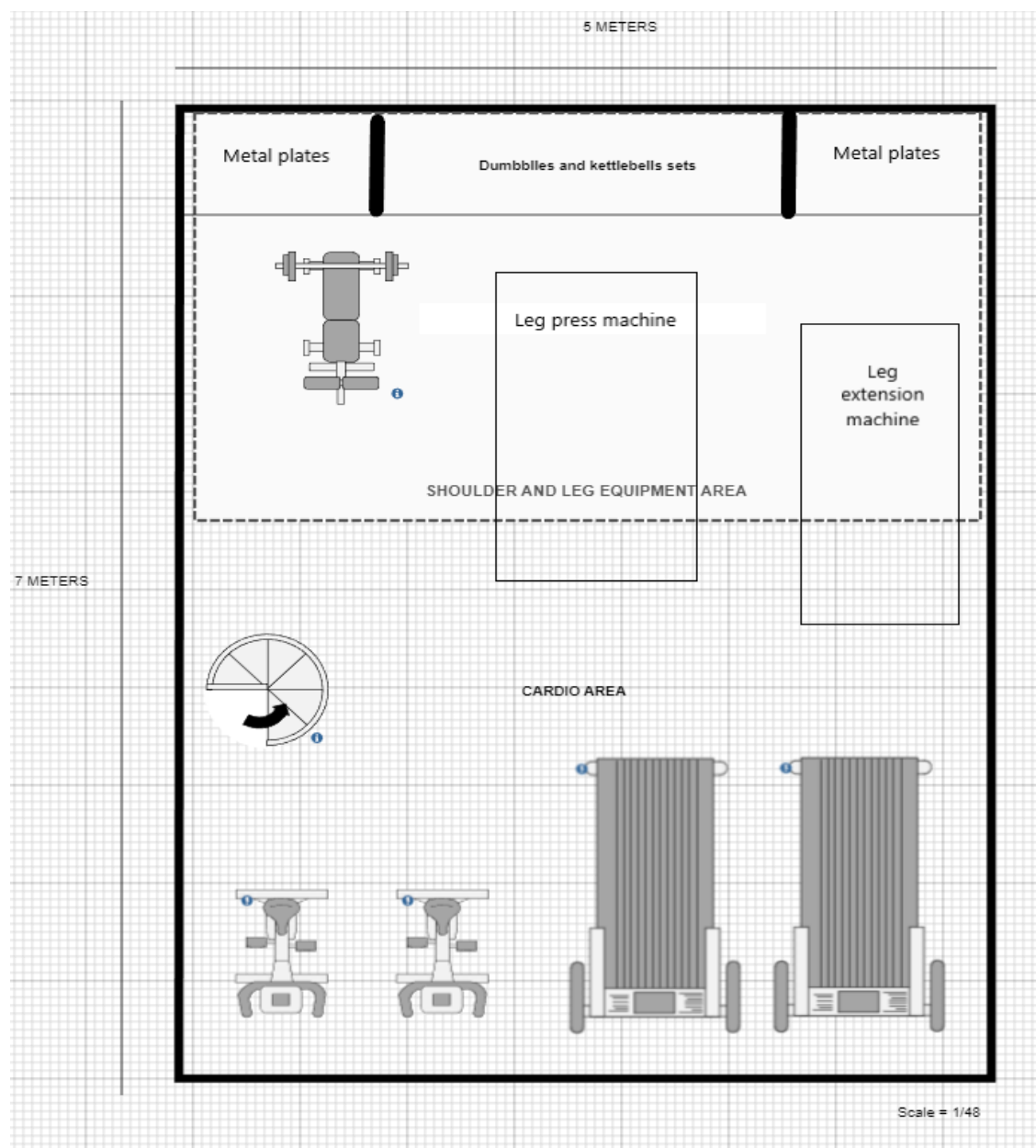
First Floor



Second floor



Third floor



III. Cost Estimates of Building Construction

The cost estimation for building construction will be roughly Php 200,000. These include the partition of walls, interior designs, carpentry, re-painting, and cost of labor.

IV. Building Permits

NBC FORM NO. B-01B

Republic of the Philippines
City/Municipality of Valenzuela
Province of National Capital Region
OFFICE OF THE BUILDING OFFICIAL

BUILDING PERMIT
☐ NEW ☐ RENEWAL ☐ AMENDATORY

BUILDING PERMIT NO. _____ OFFICIAL RECEIPT NO. 456
DATE ISSUED: _____ DATE PAID: October 09, 2022
FSEC NO. _____
DATE ISSUED: _____

This **PERMIT** is issued pursuant to Sections 207, 301, 302, 303 and 304 of the National Building Code of the Philippines (PD 1096), its Revised IRR, other Referral Codes and its Terms and Conditions.

Owner / Permittee : EzFit, Inc.
Project Title : _____
Location of Construction : Lot: _____ Blk.: _____ TCT No.: _____ Street: _____ Brgy.: _____
City/Municipality: _____ ZIP Code: _____
Use or Character of Occupancy : _____ and Classified as: _____
Scope of Work : _____
Total Project Cost : _____
Professional In Charge of Construction: _____

PERMIT ISSUED BY:

BUILDING OFFICIAL

E. Financial Plan

EzFit is a corporation organized under the law of the Philippines. The elected treasurer shall be responsible for all the financial plans of the company including but not limited to accounting, collection, budgeting, disbursement, and all related to financial reporting.

I. General Assumptions

The authorized capital stock of the corporation is TWO MILLION PESOS (P2,000,000.00) in lawful money of the Philippines, divided into TWENTY THOUSAND (20,000) shares with the par value of PESOS: ONE HUNDRED (P100.00) per share.

One incorporator has agreed to subscribe to 4,000 shares of stock while the (2) incorporators agreed to subscribe to 3,000 each share of stock. The total of these subscribed shares of stock is 10,000 with a peso equivalent of P1,000, 000.00 which was already paid.

This is the amount of initial investment available for budgeting. Hereunder is the summary of the subscribed and paid-up shares of stocks.

Name of Subscriber	No. of shares Subscribed	PAR Value of Shares	Amount Subscribed	Amount Paid
Charles Jan Muros	4,000	100	400,000	400,000
Al Hamid Sarapuddin	3,000	100	300,000	300,000
Fervic Rentutar	3,000	100	300,000	300,000

II. Project Expenses

Project expenses of EzFit, Inc. includes all costs that covered the construction and beautification of the building including the interior designs, carpentry, painting, installations of CCTV, and others.

Particulars	Amount
Interior Partitions of Drywall	25,000.00
Interior wall finishing	25,000.00
Miscellaneous millwork,carpentry,lumber,steel and paint	25,000.00
Restroom Accessories	10,000.00
Electric Lightning Fixtures	8,000.00
Acoustic Drywall and Plaster Ceilings	30,000.00
Reception Desk and others	15,000.00
Labor	30,000.00
Installation of CCTV	6,000.00
Total Leasehold Rights and Improvements	174,000.00

III. Capital Expenditures

P1,00,000.00 is the total subscribed and paid-up capital that is on hand and available for budgeting. The researchers agreed that the bigger pie of the budget shall be allocated to several capital expenditures to jump-start the business operation of the company. However, due to budget constraints, the incorporators agreed to personally use a built house in one of the incorporators that will be used as the facilities until such time that the company can acquire its property. Hereunder is the schedule of the capital expenditures the company intends to acquire:

CAPITAL EXPENDITURES

ITEM NAME	Amount	Life	Annual Depreciation	Monthly Depreciation
Leashold Rights and Improvements	174,000.00			
Treadmills	24,000.00	5	4,800.00	400.00
Dumbbells set	10,000.00	5	2,000.00	166.67
Kettlebell sets	5,000.00	5	1,000.00	83.33
Metal Plates set	10,000.00	5	2,000.00	166.67
Stationary Bike	10,000.00	5	2,000.00	166.67
Chest Press Machine	15,000.00	5	3,000.00	250.00
Chest Fly Machine	15,000.00	5	3,000.00	250.00
Shoulder Press Machine	15,000.00	5	3,000.00	250.00
Lat Pulldown Machine	8,000.00	5	1,600.00	133.33
Cable Row Machine	5,000.00	5	1,000.00	83.33
Biceps Curl Bench	6,000.00	5	1,200.00	100.00
Leg Press Machine	10,000.00	5	2,000.00	166.67
Leg Extension Machine	10,000.00	5	2,000.00	166.67
Metal Locker - 50 door	10,500.00	5	2,100.00	175.00
Abdominal Crunch Machine	2,000.00	5	400.00	33.33
Bluetooth speakers -Big Size	14,000.00	5	2,800.00	233.33
Table	48,000.00	5	9,600.00	800.00
Two Door Refrigerator	15,000.00	5	3,000.00	250.00
Chest Type Freezer	10,000.00	5	2,000.00	166.67
Kitchen Preparation Table	8,260.00	5	1,652.00	137.67
Sofa	7,000.00	5	1,400.00	116.67
Burger Driller - 15 x 24	2,110.00	3	703.33	58.61
Cashbox machine	3,000.00	3	1,000.00	83.33
Computer	10,000.00	3	3,333.33	277.78
Total	446,870.00		56,588.67	4,715.72

IV. Cost Per Unit of Product/Pricing

GYM Pricing	Session per day	Monthly	Semi-annual	Annual
Suggested	250.00	1,500.00	5,500.00	9,000.00

Beef Burger

ITEM	UNIT	QTY	AMOUNT
Beef Patty - 9's per 500 Gram	Piece	1.00	19.78
Burger Buns with malunggay	Piece	1.00	10.00
Tomato	Slice	2.00	3.46
Lettuce	Piece	1.00	3.20
Cheese Sliced	Piece	1.00	4.00
Mayonnaise	gram	1.00	0.50
Ketchup	gram	1.00	0.50
Hot sauce	gram	1.00	0.50
Cooking Oil	gram	1.00	0.50
Packaging	Piece	1.00	1.64
Total Direct Cost			44.08
Indirect Cost			
Factory Overhead			7.00
Labor Cost			5.00
Total Indirect Cost			12.00
Total cost per Product			56.08
Mark-up-32%			17.94
Suggested Price			74.02
Rounded off			75.00

Chicken Burger			
ITEM	UNIT	QTY	AMOUNT
Chicken Breast Patty - 11's	Piece	1.00	12.27
Burger Buns with malunggay	Piece	1.00	10.00
Tomato	Slice	2.00	3.46
Lettuce	Piece	1.00	3.20
Cheese Sliced	Piece	1.00	4.00
Mayonnaise	gram	1.00	0.50
Ketchup	gram	1.00	0.50
Hot sauce	gram	1.00	0.50
Cooking Oil	gram	1.00	0.50
Packaging	Piece	1.00	1.64
Total Direct Cost			36.57
Indirect Cost			
Factory Overhead			7.00
Labor Cost			5.00
Total Indirect Cost			12.00
Total cost per Unit			48.57
Mark-up - 32%			15.54
Suggested Price			64.11
Rounded off			65.00

			0.545454545	0.727272727	
Protein Chocolate Shake					
ITEM	UNIT	QTY	12oz	16oz	22oz
Whey protein Chocolate	Grams	50.00	24.19	32.26	40.32
Ice	Grams	100.00	1.00	1.00	1.00
Plastic Cup with Lid	Piece	1.00	2.00	2.00	2.00
Paper Straw	Piece	1.00	0.50	0.50	0.50
Total Direct Cost			27.69	35.76	43.82
Indirect Cost					
Factory Overhead			7.00	7.00	7.00
Labor Cost			5.00	5.00	5.00
Total Indirect Cost			12.00	12.00	12.00
Total cost per Unit			39.69	47.76	55.82
Mark-up - 32%			12.70	15.28	17.86
Suggested Price			52.39	63.04	73.68
Rounded off			53.00	64.00	74.00

Protein Vanilla Shake					
ITEM	UNIT	QTY	12oz	16oz	22oz
Whey protein Vanilla	Grams	50.00	24.19	32.26	40.32
Ice	Grams	100.00	1.00	1.00	1.00
Plastic Cup with Lid	Piece	1.00	2.00	2.00	2.00
Paper Straw	Piece	1.00	0.50	0.50	0.50
Total Direct Cost			27.69	35.76	43.82
Indirect Cost					
FOH			7.00	7.00	7.00
Labor Cost			5.00	5.00	5.00
Total Indirect Cost			12.00	12.00	12.00
Total cost per Unit			39.69	47.76	55.82
Mark-up - 32%			12.70	15.28	17.86
Suggested Price			52.39	63.04	73.68
Rounded off			53.00	64.00	74.00

V. Sales Projection

Projected Sales per Products and Services	November 2022	December 2022	2023	2024	2025
Membership Target Sales	60,000	63,000	793,800.00	833,490.00	875,164.50
Beef Burger	45,000	47,250	595,350.00	625,117.50	656,373.38
Chicken Burger	39,000	40,950	515,970.00	541,768.50	568,856.93
Protein Shake -Chocolate 12 oz	31,200	32,760	412,776.00	433,414.80	455,085.54
Protein Shake -Chocolate 16 oz	18,900	19,845	250,047.00	262,549.35	275,676.82
Protein Shake -Chocolate 22 oz	21,900	22,995	289,737.00	304,223.85	319,435.04
Protein Shake Vanilla - 12 oz	31,200	32,760	412,776.00	433,414.80	455,085.54
Protein Shake Vanilla - 16 oz	18,900	19,845	250,047.00	262,549.35	275,676.82
Protein Shake Vanilla - 22 oz	21,900	22,995	289,737.00	304,223.85	319,435.04
Total Projected Sales	288,000	302,400	3,810,240	4,000,752	4,200,790

VI. Production Cost

A. Cost per Raw Materials

Beef Burger - 20 orders per day		
Raw Materials	Cost Per Serving	Total Cost Per day
Beef Patty - 9's per 500 Gram	19.78	395.56
Burger Buns with malunggay	10.00	200.00
Tomato	3.46	69.17
Lettuce	3.20	64.00
Cheese Sliced	4.00	80.00
Mayonnaise	0.50	10.00
Ketchup	0.50	10.00
Hot sauce	0.50	10.00
Cooking Oil	0.50	10.00
Packaging	1.64	32.80
Total	44.08	881.52
Multiplied by Number of days each month		30.00
Cost of raw materials per month (Beef Burger)		26,445.67

Chicken Burger - 20 orders per day		
Raw Materials	Cost Per Serving	Total Cost Per day
Chicken Breast Patty - 11's	12.27	245.45
Burger Buns with malunggay	10.00	200.00
Tomato	3.46	69.17
Lettuce	3.20	64.00
Cheese Sliced	4.00	80.00
Mayonnaise	0.50	10.00
Ketchup	0.50	10.00
Hot sauce	0.50	10.00
Cooking Oil	0.50	10.00
Packaging	1.64	32.80
Total	36.57	731.42
Multiplied by Number of days each month		30.00
Cost of raw materials per month (Chicken Burger)		21,942.64

Protein Vanilla Shake		
Raw Materials	Cost Per Serving	Total Cost Per day
12oz (20 Orders Per day)		
Whey protein Chocolate	24.19	483.84
Ice	1.00	20.00
Plastic Cup with Lid	2.00	40.00
Paper Straw	0.50	10.00
Total	27.69	553.84
Multiplied by Number of days each month		30.00
Cost of raw materials per month		16,615.20
16oz (10 Orders Per day)		
Whey protein Chocolate	25.80	258.05
Ice	1.00	10.00
Plastic Cup with Lid	2.00	20.00
Paper Straw	0.50	5.00
Total	29.30	293.05
Multiplied by Number of days each month		30.00
Cost of raw materials per month		8,791.44
22 oz (10 orders per day)		
Whey protein Chocolate	40.32	403.20
Ice	1.00	10.00
Plastic Cup with Lid	2.00	20.00
Paper Straw	0.50	5.00
Total	43.82	438.20
Multiplied by Number of days each month		30.00
Cost of raw materials per month		13,146.00

Total Cost of raw materials per month		125,493.58
Salaries and Wages		
Cashier		16,095.00
Personal Trainer		16,095.00
Head Chef or Cook		16,095.00
Receptionist		16,095.00
Total Direct Cost		64,380.00
Factory Overhead		
Electricity		18,000.00
Utilities		3,000.00
Wifi		1,625.00
Total Factory Overhead		22,625.00
Total Production Cost		212,498.58

VII. Operating Expenses

Description	UNIT OF MEASUREMENT	QUANTITY	PRICE	Total
Mirrors	Piece	4.00	2,000.00	8,000.00
Room Rack	Piece	1.00	990.00	990.00
Water Dispenser	Piece	2.00	1,800.00	3,600.00
GYM Supplies			4,790.00	12,590.00

Raw Materials Cost				228,000.00
Salaries and Wages - Indirect				157,555.00
Vegetable Slicer	Piece	2.00	259.00	518.00
Cooking Spatula	Piece	3.00	79.00	237.00
Cutting Board	Piece	3.00	120.00	360.00
knife	Piece	3.00	79.00	237.00
Spoon	Set	3.00	32.00	96.00
Fork	Set	3.00	32.00	96.00
Blenders	Piece	2.00	625.00	1,250.00
Plastic Sauce Bottle	Piece	6.00	19.00	114.00
Apron	Piece	5.00	30.00	150.00
Hairnet	Box	2.00	95.00	190.00
Surgical Facemask	Box	2.00	42.00	84.00
Disposable Plastic Gloves	Box	2.00	7.00	14.00
Tongs	Piece	5.00	22.00	110.00
Kitchen towel Tissue	Ply	3.00	59.00	177.00
Weighing Scale	Piece	2.00	250.00	500.00
Kitchen Supplies			1,750.00	4,133.00

Black Ballpen - 50's	Box	2.00	135.00	270.00
Pencil - Mongol# 2 - 12's	Box	3.00	80.00	240.00
Eraser - 30's	Pack	1.00	80.00	80.00
Pad Paper - 1/2 crosswise	Pad	10.00	18.00	180.00
Clipboard - Black	Piece	5.00	47.00	235.00
Correction Tape - 6 IN 1	Piece	3.00	68.00	204.00
Stapler with remover	Piece	4.00	90.00	360.00
Staple Wire - Max#35	Box	10.00	39.00	390.00
Scissor -7.5 Inch	Piece	5.00	28.00	140.00
Scotch Stape - 3/4"	ROLL	15.00	9.00	135.00
Sharpener Heavy Duty	Piece	2.00	288.00	576.00
Ruler - 12"	Piece	5.00	9.00	45.00
Order Slip Receipts	Pad	15.00	10.00	150.00
Office Supplies			901.00	3,005.00

Sponges - 12pcs / Dozen	DOZEN	2.00	130.00	260.00
Yellow dusters/microfiber cloths	DOZEN	3.00	45.00	135.00
Glass polishing cloths	DOZEN	1.00	50.00	50.00
Rotating Cleaning Brush	PC	3.00	105.00	315.00
Mop Spinner	Set	3.00	350.00	1,050.00
A dustpan and brush foldable	Set	3.00	180.00	540.00
Trashbin - 50L with Swing C	Piece	5.00	399.00	1,995.00
Long hand brush	Piece	2.00	50.00	100.00
Diswashing Liquid	Gallon	3.00	110.00	330.00
Garbage Bag - 9x9x20 - 100	Bundle	10.00	160.00	1,600.00
Chairs	Piece	20.00	1,000.00	20,000.00
Ceiling Fan	Piece	4.00	1,339.00	5,356.00
Sanitary Supplies			3,918.00	31,731.00

Electricity				18,000.00
Water				3,000.00
Miscellaneous Expense				4,750.00
Utility Expense				25,750.00
Operating Expense				462,764.00

VIII. Financing Plan

After the allocation of the budget for capital and operating expenditures, the remaining fund in the amount of Php 190,366.00 shall be used as working capital and shall be available for the day-to-day operation of the company.

Amount available for use	₱1,000,000.00
Less : Amount allocated for capital and operating expenditure	₱909,634.00
Total	₱90,366.00
Add: Additional Capital from Bank Loan	₱100,000.00
Working Capital available for use	₱190,366.00

IX. Profit or Loss Projection

EzFit, Inc. Profit and Loss Projection For year 2022

Sales			₱590,400.00
	Cost of Good Sold:		
	Inventory Beginning	125,493.58	
	Add: Purchases	131,768.26	
	Less : Inventory Ending	(147,466.17)	
Less : Cost of Good sold			109,795.67
Gross Profit		₱	480,604.33
Less : General & Administrative Expense			
	Depreciation	9,431.44	
	Utility Expense	45,250.00	
	Salaries and Wages	128,760.00	
Total Operating Expenses		₱	183,441.44
Net Income		₱	297,162.89

X. Statement of Financial Position Projection

EzFit, Inc.
Statement of Financial Position
As of December 31,2022

Current Assets	Note	
Cash	1	679,663.83
Inventory	2	147,466.17
Total Current Assets		P 827,130.00
Non Current Assets		
Plant,Property and Equipment	3	272,870.00
Total Non Current Assets		272,870.00
Total Assets		P 1,100,000.00
Current Liabilities		
Loans Payable	4	100,000.00
Total Current Liabilities		P 100,000.00
Owner's Equity		
Share Capital		1,000,000.00
Total Owner's Equity		1,000,000.00
Total Liability & Owner's Equity		P 1,100,000.00

XI. Statement of Changes in Equity

EzFit, Inc. **Statement of Changes in Equity** **For year ended 2022**

At November 2022	Share Capital
Charles Jan Muros	₱400,000.00
Al Hamid Sarapudxin	₱300,000.00
Fervic Rentutar	₱300,000.00
Balance as of December	
31, 2022	₱1,000,000.00

XII. Statement of Cash Flows

EzFit, Inc. Statement of Cash Flow For year ended 2022

Cash Flow from Operating Activities

Cash flow from Original issuance of share	1,000,000.00
Cash Received from sales	590,400.00

Operating Income before working capital changes	₱	1,590,400.00
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Increase In :

Purchase of Raw materials	(250,987.17)
Salaries and Wages - Direct	(128,760.00)
Utilities Expense	(45,250.00)
Miscellaneous Expense	(38,869.00)

Net Cash provided from Operating Activities	₱	1,126,533.83
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Cash Flow from Investing Activities

Acquisition of Property, Plant and Equipment	(272,870.00)
Leasehold Rights	(174,000.00)

Net Cash provided from Investing Activities	₱	(446,870.00)
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Total Cash available on hand and in bank	₱	679,663.83
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XIII. Financial Highlights

FINANCIAL HIGHLIGHTS	FOR YEAR 2022
Sales	590,400.00
Net Income	290,912.89
Current Assets	827,130.00
Non Current Assets	272,870.00
Total Assets	1,100,000.00
Plant, Property and Equipment	272,870.00
Stock Holder's Equity	1,000,000.00
Authorized number of stocks	10,000.00
Working Capital	190,366.00
Net Cash provided for operational activities	1,126,533.83
Net Cash provided for investing activities	446,870.00
Cash available on hand and in bank	679,663.83
Capital Expenditure	446,870.00
Depreciation	9,431.44
Total Debt	100,000.00

F. Codes and Themes of the Interview

Name of the interviewee: **Jay Ramos**

Age: 27 Years Old

Occupation: Gym Owner

Status: Single

Method conducted in the interview (F2f; Virtual): **Virtual Interview**

Proof of the conduct of the interview:



NOTE: THE INTERVIEW MUST BE CONDUCTED IN THE PRESENCE OF ALL THE GROUP MEMBERS. NON-ATTENDANCE OF A GROUP MEMBER IS EQUIVALENT TO ZERO.

RESEARCH QUESTIONS	FOLLOW-UP/PROBING QUESTIONS	RESPONSES (transcript)
1. What is your strategy for gaining the trust of customers?	• <i>Can you describe it to me? What happened?</i> • <i>What did you do? How do you remember it? How did you experience it?</i> • <i>What do you feel about it? How was your emotional reaction to this event?</i> • <i>What do you think about it? How did you conceive of this issue?</i> • <i>What is your opinion of what happened? How do you judge it today?</i>	“In gaining the trust of customers we provide the best customer service we can give to our clients. Customer loyalty and retention are significantly impacted by the quality of customer service you offer. This implies that it's crucial to have a team of committed support personnel and to have high expectations for the effectiveness and caliber of our service.” “Be careful in thinking about needing in responding as a consistent clients contact, with queries and problems. Making sure that our agents have the necessary resources to tackle complicated issues by creating a set of guidelines that specify the proper responses to the more frequent questions. Making sure that the staff members approach clients as real people who need assistance.”

	1. What is/are your understanding about.....? This question will provide you with an idea or meaning or perspective. 2. What are the impacts of.....? This is the best question to get an idea about what they believe, understand, recall, and learn in their work, lives, family, business, career, relationships, studies, etc. 4. How to work, family, business, career, relationship, or education, is affecting your/the.....? This is the best question to get an idea about the relations, experiences, achievements, failures, frustrations, or focus of the people. 5. How are you trying to develop, control, maintain, attract, achieve, or influence.....? By getting an answer to this question, you will get an idea about the strategies of different people. What more services can you provide to improve the experience of your members? What is its solution?	“Your aim should be to provide a personalized service that is effective and consistent. When you provide outstanding customer service and are dedicated to your customer’s needs, it demonstrates that your business values its clients enough to help them with any problems they might be experiencing with your good or service. It reassures customers that they are in capable hands and that your support staff will be there to assist them at any time during their interaction with you.” “Customer input is crucial to help organizations make decisions, drive developments, and alter their offerings. Additionally, it produces the required effects and aids in measuring customer satisfaction among present clients. It would be challenging to protect your company's long-term success if you don't find out what your clients think of your goods or services. You may utilize their perceptions of your brand as useful data to modify your operations so that they precisely meet their wants.” “In the end, your capacity to win over clients' confidence rests on your capacity to meet their needs. Building a company-wide customer-centric culture is one of the finest methods to achieve this. Customer service and support professionals may be the only employees in some businesses that concentrate on meeting customer demands. Also, this is not at all optimal.”
2. Can you describe some of the problems that the business may encounter?		“Everyone should have access to fitness. But regrettably, a lot of gyms are becoming hostile environments for newcomers. Along with the "one-way" fitness approach, there is a concerning tendency towards fitness snobbery, which widens the gap between the enlightened who "know" about fitness and the uninformed. This creates a false sense of moral superiority that benefits no one.” “The relationship you cultivate with members and the way you help them become friendships with one another is crucial to creating a sense of community at your gym. More than just working up a sweat in a 45-minute session is involved.” “Consider holding activities that encourage social interaction that goes beyond fitness. Set up a space for some upbeat music and serve snacks. Including new activities will increase consumer enjoyment”

		“People sign up for a gym because they are drawn to the concept. They can be joining up for getting shredded for the summer, for weight reduction, or simply to enhance physical activity. They depart because they aren't satisfied, which is why. Expectations weren't met by the proposition. They could have been demotivated or lost focus on their objectives. Perhaps they were making the necessary efforts but weren't getting the desired outcomes.” For solution “Your employees must encourage clients, remind them of their motivation, and push them to achieve their objective rather than allowing them to lose sight of it. A trainer should be present to listen, find out why, and offer a remedy if a client doesn't get the results they wanted.”

Codes and Themes

Research Questions	Transcript	Codes and Themes
1. What are your proponents for gaining the trust of customers?	“In gaining the trust of customers we provide the best customer service we can give to our clients. - Customer loyalty and retention are significantly impacted by the quality of customer service you offer. - This implies that it's crucial to have a team of committed support personnel and to have	Theme: Offering excellent services. Codes: - Best customer services - staff members approach clients as real people who need assistance.” - high expectations for the effectiveness and caliber of our service. Theme: awareness of customer services. Codes:

	high expectations for the effectiveness and caliber of our service.” • “Be careful in thinking about needing in responding as a consistent clients contact, with queries and problems. • Making sure that our agents have the necessary resources to tackle complicated issues by creating a set of guidelines that specify the proper responses to the more frequent questions. • Making sure that the staff members approach clients as real people who need assistance.” • “Your aim should be to provide a personalized service that is effective and consistent. • When you provide outstanding customer service and are dedicated to your customer’s needs, it demonstrates that your business values its clients enough to help them with any problems they might be experiencing with your good or service.	• Careful thinking of the client • A team of committed support personnel • provide outstanding customer service
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	finest methods to achieve this. Customer service and support professionals may be the only employees in some businesses that concentrate on meeting customer demands. Also, this is not at all optimal.”	
2. Can you describe some of the problems that the business may encounter?	“Everyone should have access to fitness. But regrettably, a lot of gyms are becoming hostile environments for newcomers. Along with the "one-way" fitness approach, there is a concerning tendency towards fitness snobbery, which widens the gap between the enlightened who "know" about fitness and the uninformed. This creates a false sense of moral superiority that benefits no one.” “The relationship you cultivate with members and the way you help them become friendships with one another is crucial to creating a sense of community at your gym. More than just working up a sweat in a	Theme: Establishing good communication with clients Codes: - friendships with one another are crucial. - Everyone should have access to fitness. - Encourage social interaction that goes beyond fitness Theme: Motivating and encouraging clients. Codes: - employees must encourage clients. - A trainer should be present to listen. - To enhance physical activity.

54 INDEXED AT:







	objective rather than allowing them to lose sight of it. A trainer should be present to listen, find out why, and offer a remedy if a client doesn't get the results they wanted."	
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II. Codes and Themes of the Interview

Discussion

In this interview, we used the two-statement problem from our business as guided questions. That concludes the following questions, what are your proponents for gaining the trust of customers? Can you describe some of the problems that the business may encounter? Then we mark the codes from their answers to build the themes. In conclusion, our team learns a lot of things such as an inspirational technique on how to build and gain customers' trust for a business. Taking risks for trials and thinking positively in pursuing goals.

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